Group Name *(Ex: Women in Business)*

Focus group

Date

Hosted by the Social Fund for Development

Department Name

Why this focus group?

- Small businesses struggle to survive
- Organizations like SFD also struggle to survive
- Especially true in a difficult economy like Egypt's
- It means SFD must balance:
  - offering quality, low-cost services to MSMEs
  - …with covering more costs to be able to continue

Discussion topics

As SFD clients, you already receive and understand some of our services; we would like to discuss:

- **Your experience with SFD (and other business services programs, if any)**
- **And understand what other services you need**

Services used so far from SFD

1. **Which services have you used that have been most useful?**
2. **Give us 1-2 examples how the services specifically impacted your company?**
3. **Which services have not been useful (if any)?**

Other training or business support services used so far (not SFD)

4. **Have you used any services from other programs?**

5. **Which types of services and how useful were they (what impact to your company)?**

6. **Did you pay for these services, if yes:**
   - **How much**
   - **Was the outcome worth the cost?**

Services needed

7. **What other types of services do you most need from SFD (*examples: technical or skills training, one-on-one management help, exhibition participation, certifications, finding suppliers, e-marketing, financial management, etc.*)?**

8. **Do you accept and agree that SFD needs to charge fees to offer any new services?**

Services needed

9. **What are the main problems you experience that prevent the growth of your business?**

10. **Do you expect your business sales to grow during year? How much?**